



KSWB
7191 Engineer Rd.
San Diego, CA 92111
(858) 492-9269

CONTRACT

And:

Del Cielo Media
10755 Scripps Poway Parkway
Suite #550
San Diego, CA 92131

| | | |
|--|---|--|
| <u>Contract / Revision</u> 380242 / | | <u>Alt Order #</u> |
| <u>Product</u> Carl DeMaio for Mayor | | |
| <u>Contract Dates</u> 10/01/12 - 10/07/12 | | <u>Estimate #</u> C01C07 |
| <u>Advertiser</u> Carl DeMaio for Mayor | | <u>Original Date / Revision</u> 08/15/12 / 09/28/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KSWB | <u>Account Executive</u> House House | <u>Sales Office</u> San Diego KSWB |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|----|-------------------|-----------------|-------------------------|----------------|------|--------|-------------------|-------------|------|-----------|-------------------|
| N 1 | 5 | 10/02/12 | 10/05/12 | M-F 4p-5p | 4p-5p | | :30 | | | NM | 5 | \$875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -1211-- | | | | 5 | \$175.00 | | | |
| N 2 | 5 | 10/02/12 | 10/05/12 | M-F 7a-9a | 7a-9a | | :30 | | | NM | 10 | \$2,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -3232-- | | | | 10 | \$275.00 | | | |
| N 3 | 5 | 10/07/12 | 10/07/12 | Su 8a-9a | 8a-9a | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -----S | | | | 1 | \$100.00 | | | |
| N 4 | 5 | 10/02/12 | 10/04/12 | Wkday Late News Rotator | 10P-11P | | :30 | | | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/01/12 | 10/07/12 | -1-1--- | | | | 2 | \$500.00 | | | |
| Totals | | | | | | | | | | | 18 | \$4,725.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|-------------------|-------------------|
| 10/01/12 - 10/07/12 | 18 | \$4,725.00 | \$4,016.25 |
| Totals | 18 | \$4,725.00 | \$4,016.25 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

RUN DATE 9/28/12
 RUN TIME 12:12:39
 PAGE 1

BUY DETAIL REPORT

PROGRAM..... BRP101
 COMPANY..... 02 Del Cielo Media
 OFFICE..... 01 San Diego
 MEDIA..... TV TELEVISION
 CUS..... DEMAI
 PRODUCT..... DEMAI for Mayor
 ESTIMATE..... C01C07 10/1-10/7 BROADCAST
 STATION..... KSWB T KSWB-TV
 CHANNEL

RATING SERVICE NSI
 FLIGHT DATES 10/01/12 - 10/07/12
 RP35+ COVERAGE .95%
 SHARE: MAY12 PVT: NOV11

| ITEM | DAY(S) | TIME | BA | COST | Q | REF | LEN | NTWK | PROGRAM | NUMBER OF SPOTS PER WEEK | | | | | | | | | | | | TOTAL SPOTS | RP35+ | | | |
|---------------------|---------|-------------|-----------------------|--------|---|-----|-----|------|---------|--------------------------|----|----|----|----|-----|--------|---------|--|--|--|--|-------------|-------|--|--|--|
| | | | | | | | | | | OC | OC | OC | OC | OC | OC | OC | | | | | | | | | | |
| | | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | | | | | | | | |
| 5 | MTWTF.. | 0400P-0500P | DR 02 | 175.00 | G | | 30 | | | 1 | 2 | 1 | 1 | 5 | 1.1 | 159.09 | | | | | | | | | | |
| 6 | MTWTF.. | 0700A-0900A | FOX5 NEWS / FOX5 MORN | 275.00 | G | | 30 | | | 3 | 2 | 3 | 2 | 10 | 1.9 | 144.74 | | | | | | | | | | |
| 7 |S | 0800A-0900A | FOX NEWS | 100.00 | G | | 30 | | | | | | 1 | 1 | .9 | 111.11 | | | | | | | | | | |
| 8 | MTWTF.. | 1000P-1100P | FOX5 NEWS 10PM | 500.00 | G | | 30 | | | 1 | | 1 | | 2 | 2.5 | 200.00 | | | | | | | | | | |
| 10/01/12 - 10/07/12 | | | | | | | | | | | | | | | | TOTAL: | 30.4 | | | | | | | | | |
| TOTAL SPOTS | | | | | | | | | | | | | | | | | 18 | | | | | | | | | |
| TOTAL COST | | | | | | | | | | | | | | | | | 4725.00 | | | | | | | | | |
| | | | | | | | | | | | | | | | | | 155.43 | | | | | | | | | |

mm 10/1 taken
 22/10